

EXPOSURE TO CHILDREN-ORIENTED TELEVISION PROGRAMS
AND LANGUAGE ACQUISITION AND COMMUNICATION
APPREHENSION OF CHILDREN

THESIS

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**EXPOSURE TO CHILDREN-ORIENTED TELEVISION PROGRAMS AND
LANGUAGE ACQUISITION AND COMMUNICATION
APPREHENSION OF CHILDREN**

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*Exposure to children-oriented television
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ABSTRACT

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This study aimed to determine the relationship between children-oriented television programs to the language acquisition and communication apprehension of children. Specifically, it aimed to determine how exposed were the children to children-oriented television programs in terms of the program/s seen and frequency of time spent in watching; determine the level of language acquisition and communication apprehension of the children and the relationship between exposure to children-oriented television programs and language acquisition and communication apprehension.

This study was conducted from November 2016 to March 2017 at selected public elementary schools in Cavite utilizing descriptive type of research which used survey questionnaire to gather data. Random sampling technique was used to survey 100 elementary school students who served as participants in the study.

Results revealed that despite the high level of exposure to children-oriented television programs showed by the respondents as well as their high language acquisition and low communication apprehension, there is no significant relationship between exposure to children-oriented programs and language acquisition level among children. No significant relationship was found between children-oriented programs and language acquisition level among children.

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An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. _____. Prepared under the supervision of Dr. Bettina Joyce P. Ilagan.

INTRODUCTION

The use of television in shaping and molding a generation of children is unique for no other medium is alike with television. According to McLuhan, the new electronic media have radically altered the way people think, feel and act, and that the changes in modes of communication shaped human existence.

The rise of children-oriented television shows in the Philippines started in the 1970s catering programs targeting the youth as their audience. But eventually, in the early 2000s the industry of children-oriented shows began falling. Other genres of programs started to rise. Foreign programs and shows started entering the Philippine television making the way for locally produced shows to extinction. As of the present time, foreign children-oriented programs dominate the television industry in the country.